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**VILLAGE OF SUGAR GROVE**

**BOARD REPORT**

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TO: VILLAGE PRESIDENT AND BOARD OF TRUSTEES  
FROM: MICHAEL CASSA, ECONOMIC DEVELOPMENT DIRECTOR  
SUBJECT: DISCUSSION OF ECONOMIC DEVELOPMENT MARKETING STRATEGY  
AGENDA: OCTOBER 4, 2022 REGULAR BOARD MEETING  
DATE: SEPTEMBER 23, 2022

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**ISSUE**

The Village Board can provide input on the economic development marketing strategy.

**DISCUSSION**

The Economic Development Department has developed a marketing strategy that will be implemented by December 31, 2023. Some of the marketing programs will be under the Sugar Grove Economic Development Corporation. A summary of the marketing strategy is attached.

**COST**

No additional funds will be requested beyond the amount that has been budgeted for FY2022-2023.

**RECOMMENDATION**

That the Village Board provide input on the economic development marketing strategy.



## SUMMARY OF THE ECONOMIC DEVELOPMENT MARKETING STRATEGY

### PRESENTED TO THE VILLAGE BOARD OF TRUSTEES

OCTOBER 4, 2022

The Economic Development Department has developed a marketing strategy that will be implemented by December 31, 2023. Some of the marketing programs will be under the Sugar Grove Economic Development Corporation. Here is a summary of the strategy:

Promote Sugar Grove as a business location through targeted **advertising placements and sponsorships**.

Compile contact and real estate information on **available sites and properties**. Create and maintain a database and post the Information on the EDC website.

The EDC will host an annual **Brokers/Developers Reception** in the late fall of 2023. The reception will be held at Rich Harvest Farm.

Create and maintain a database of **business attraction clients**, as well as brokers, developers, site consultants and corporate real estate managers.

Develop **collateral materials** to promote Sugar Grove as a business location.

Participate in economic development **conferences and trade shows**, such as the international Council of Shopping Centers (ICSC) shows. Design an exhibit booth pop up display for the 2023 ICSC Chicago show.

Subscribe to digital **economic dev and real estate publications**.

Maintain strong working relationships with **economic development partners** including DCEO, Intersect Illinois, Kane County, the Small Business Development Center, the Upper Illinois River Development Authority, the Valley Industrial Association and the International Economic Development Council.

Plan **ground breaking ceremonies**. Offer to assist in the planning of grand openings.

Enhance awareness of Sugar Grove by serving as Chairman of the **Illinois Economic Development Association**.

Represent Sugar Grove as an active member of **industry associations** such as ICSC and NAIOP (National Association of Industrial and Office Properties).

Maintain an inventory of **information pieces** such as demographic reports and handout-size maps, including zoning, comp plan, TIF district and utility maps.

Create and maintain a **LinkedIn** site for the EDC.

Maximize the available services from **NextSite**. 2023 is the final year of the 3-year contract with NextSite.

Draft and issue **press releases** on new business attraction projects. Develop a contact list of Chicago area business and real estate media outlets. Press releases will also be sent to economic development clients.

The EDC will host the **State of the Village** in May 2023. The breakfast event will be held at Waubensee Community College. Village President Jen Konen will deliver the State of the Village Address.

Create and maintain a database of existing **Sugar Grove businesses**.

Select a web designer that will create a **website** for the EDC. Develop community and demographic content for the website, including data and photographs.